

Social Media Webinar

Tuesday, June 9, 2015

Office of Human Resources & Workforce Diversity



Today's Agenda

- Why should we use social recruiting tools?
- Overview of Facebook
 - Terms and Definitions
 - UWSA's recruitment Facebook page
 - Quick tutorial on how to make your own Facebook page for your institution
 - How to use your new page for recruiting
- Overview of Twitter
 - Terms and definitions
 - UWSA's recruitment Twitter page
 - Quick tutorial on how to make your own Twitter page for your institution
 - How to use your new page for recruiting
- Overview of LinkedIn
- Questions/Discussion

Why use social media to recruit?

- 93% of recruiters use or plan to use social media
- Use to showcase employer brand
 - Not just open positions
- Engage with candidates across many platforms
- 82% of recruiters believe their social recruiting skills to be proficient or less

What does 'social recruiting' really mean?

- **Social recruiting** (social hiring or social media recruitment) is recruiting candidates by using social platforms as talent databases or for advertising. Popular social media sites used for recruiting include Facebook, Twitter, LinkedIn.

Facebook



1. Cover Photo

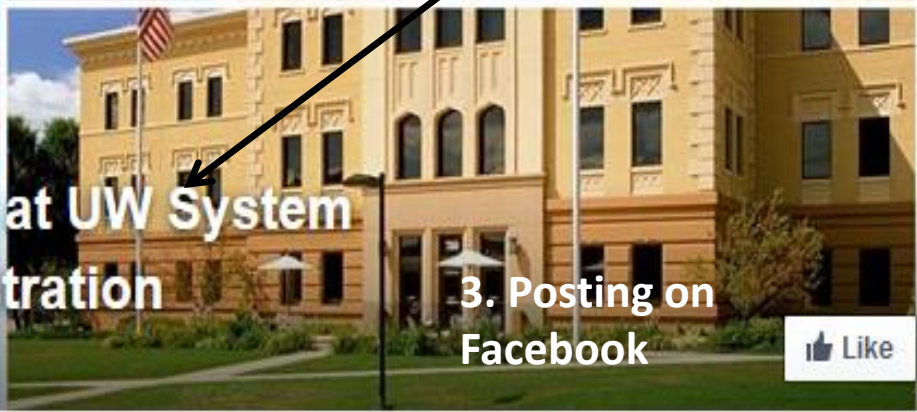
2. Profile Picture



Careers at UW System Administration University



4. Page vs. Profile



3. Posting on Facebook



Like Message

Timeline About Photos Likes More

Invite friends to like this Page

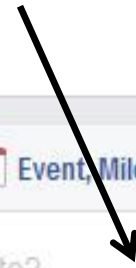


Find New Customers Connect with more of the people who matter to you

Status Photo / Video 31 Event Milestone +



What have you been up to?





Connect with more of the people who matter to you

Promote Page

ABOUT



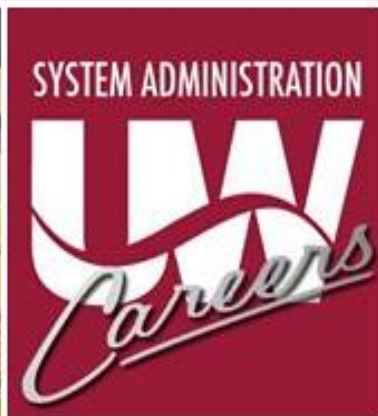
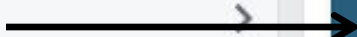
The University of Wisconsin System is one of the largest systems of public higher education in the country.

[http://www.uwsa.edu/ohrwd/...](http://www.uwsa.edu/ohrwd/)

Promote Website

PHOTOS

5. Post



Careers at UW System Administration

May 14 at 10:49am

#helpfultips #success <https://t.co/2CtJRjTiHj>



BI Careers on Twitter

"9 signs you're going to be extraordinarily successful — via @LinkedIn <http://t.co/3YFhtss0RW>"

TWITTER.COM

15 people reached

Like · Comment · Share



POSTS ON PAGE

6.



Like/Comment /Share



UWSA's Facebook Page

- <https://www.facebook.com/careersuwsa>
 - /careersuwsa is very important branding
- Worked with University Relations to brand page properly

How do you make a page for your institution?

- Go to: facebook.com/pages/create
- Select 'Company, Organization or Institution'
- Select 'Education' for category & enter institution name
- Now you can enter your institution specific information

Using Facebook for Recruiting

- Regularly post helpful articles
 - LinkedIn, Business Insider & Forbes, etc...
- Post positions with very little language in post
- Shorten URLs to postings with [TinyURL](#)
- Encourage your friends to ‘share’ your posts

Posted Position



Careers at UW System Administration

April 23 · 🌐

#Hiring in #Madison for #VP of #HumanResources and #WorkforceDiversity.

Apply here: <http://t.co/XOlwFYM5Gk> #UWSA #execcareer

	<h3>Current Job Offerings UWSA HR/Benefits</h3> <p>Current Job Offerings Careers at UWSA Welcome About Working for UWSA Current Job Offerings Affirmative Action Data Questionnaire (AADQ) Executive Searches Senior Associate Vice...</p> <p>TINYURL.COM</p>
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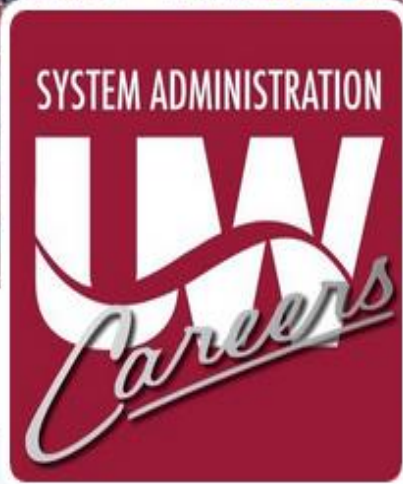
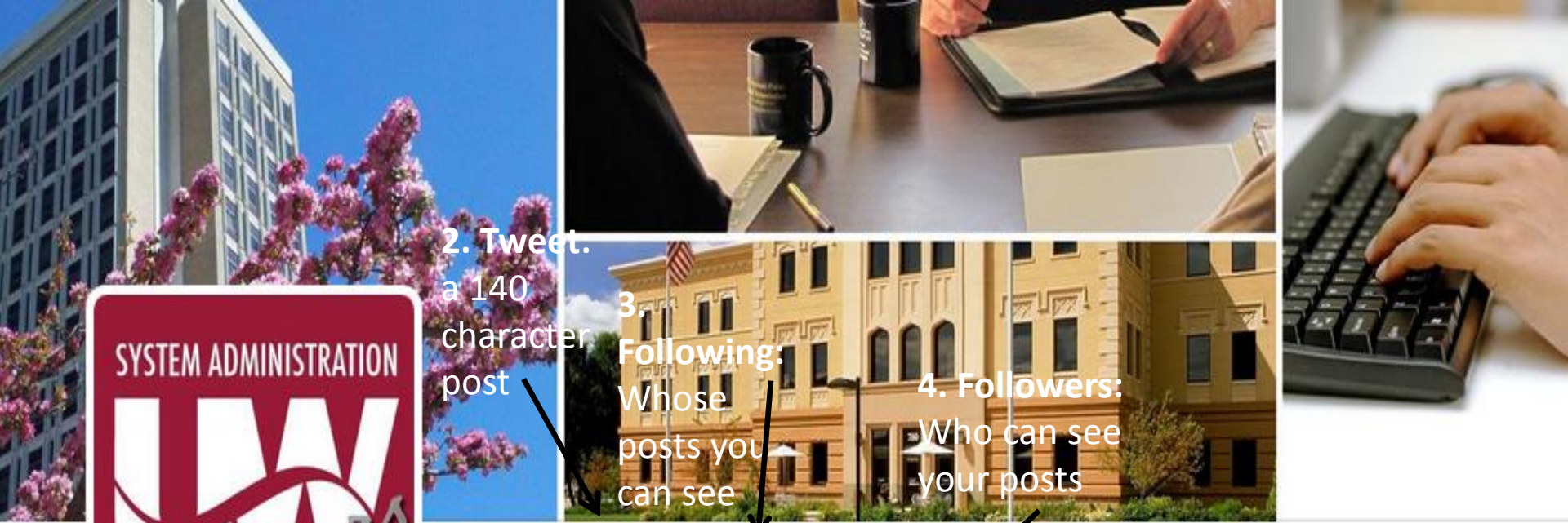
256 people reached

Like · Comment · Share



Questions about Facebook?

Twitter



2. Tweet:
a 140
character
post

3. **Following:**
Whose
posts you
can see

4. **Followers:**
Who can see
your posts

TWEETS 9 FOLLOWING 37 FOLLOWERS 9

Edit profile

UWSA Careers
@CareersUWSA

1. **Twitter
Handle:
Your user
name**

Who to follow · Refresh · View all

- 
John Legere  
 Followed by Forbes
[Follow](#)  Promoted
- 
Wisconsin DNR @WDNR
 Followed by UW-Superior and others

Tweets **Tweets & replies**

 UWSA Careers retweeted

 **Vala Afshar** @ValaAfshar · 7h
Global population:

- 1 @facebook
- 2 China
- 3 Tencent
- 4 India
- 5 @WhatsApp
- 6 @LinkedIn

Other Twitter Definitions

- Retweet: sharing a followers' tweet
- Favoriting: favoriting a followers' tweet (I will demonstrate this)
- Hashtag :Used to emphasize a point after a tweet (ex. #hashtag)

UWSA's Twitter Page

- <https://twitter.com/CareersUWSA>
- Worked with University Relations to brand page properly

How do you make a Twitter page?

- [Helpful hints](#)
- <https://twitter.com/signup>
- Remember to keep the branding/user names consistent

Using Twitter for Recruiting

- Regularly ‘retweet’ helpful articles
 - LinkedIn, Business Insider & Forbes, etc... (same as Facebook)
- Tweet positions (including URL) in under 140 characters
- Encourage your friends to ‘retweet’ your posts

Tweeted Position



UWSA Careers @CareersUWSA · Apr 9

#hiring HR Security & Controls Analyst
#Madison #highered Apply here:
tinyurl.com/krng9no



LinkedIn

- We currently use University Relation's account
- Very effective
- Can still use personal accounts to advertise
- Can purchase recruitment packages on individual accounts

Recruitment Tool Kit

- Social Media is only one part of our tool kit!
- <https://www.wisconsin.edu/ohrwd/hr/ups-implementation-toolkit/>

Questions?

